

**LODI CITY COUNCIL
SPECIAL JOINT CITY COUNCIL MEETING
WITH THE LODI ARTS COMMISSION
HUTCHINS STREET SQUARE ~ THOMAS THEATER
125 S. HUTCHINS STREET
MONDAY, APRIL 14, 2003**

A. CALL TO ORDER / ROLL CALL

The Special City Council meeting of April 14, 2003 was called to order at 6:00 p.m.

Present: Council Members – Beckman, Hansen, Howard, Land, and Mayor Hitchcock

Absent: Council Members – None

Present: Arts Commissioners – Crabtree, Heinitz, Falos, Metcalf, Phillips, Smith, Stockar, Van Noy, and Walth

Absent: Arts Commissioners – Inman

Also Present: City Manager Flynn, City Attorney Hays, and City Clerk Blackston

B. TOPIC(S)

Commissioner Bill Crabtree read several quotations and emphasized that the arts are fundamental to life, they transcend and unite people, and serve as the voice and record of past cultures. He cited statistics from Americans for the Arts, which indicated that youth who participate in the arts for at least three hours, three days per week, for one full year are: 1) four times more likely to be recognized for academic achievement; 2) three times more likely to be elected to class office within their schools; 3) four times more likely to participate in a math and science fair; 4) three times more likely to win an award for school attendance; and 5) four times more likely to win an award for writing an essay or poem. The arts teach students skills such as how to work in teams, appreciation for diversity, interpersonal skills, and group communication and leadership.

Mr. Crabtree reported that arts organizations in Lodi spend \$700,000 annually, audiences spend \$3.1 million, and the arts employ 127 people. He stated that this results in \$149,000 in revenue to the City. The Arts Commission is now in its 21st year. Mr. Crabtree reviewed accomplishments including the Young Renaissance Festival, which is now coordinated by Lodi Unified School District (LUSD) and known as Celebrate the Arts. The name of the Brown Bag Series has changed to Lunch Time Live, and the Arts Showcase is now known as Art on the Square. Both Night Time Live and Jewel of the Valley are now coordinated by independent groups.

Mr. Crabtree reviewed the Arts Commission grants history which began in 1983 with \$10,000 serving two organizations, through 2003 with \$75,000 serving 16 organizations. In 1997-98 arts classes served 1,202 students and produced \$23,445 in revenue. In 2002-03 the number of students participating in classes totaled 1,875 and revenues were \$64,871. Mr. Crabtree explained that the Lodi Arts Project Fund is a separate non-profit for financial support of the Arts Commission and now has its own website.

Mr. Crabtree read the Arts Commission's new mission and vision:

Our mission is to advance the arts in Lodi by partnering with the entire community to provide quality programs and events that foster creative expression. We envision unlimited opportunities and resources available to further the arts so that access to participation by all community members is not hindered by economic, social or cultural barriers. Through the arts, our local economy and culture is invigorated for the benefit of our collective future.

Mr. Crabtree outlined the Arts Commission's 2003-05 goals as follows:

- Communitywide needs assessment to include LUSD, local arts organizations, civic groups and churches, business partners and sponsors, individuals, and benchmarks of other similar cities;
- Draft five-year Arts and Culture Master Plan;
- Maintain current level of funding;
- Document granting parameters;

- Create Arts Fellowship Award to recognize/encourage professionalism;
- Offer regularly scheduled technical assistance workshops;
- Utilize more community volunteers for application reviews;
- Increase revenue from arts classes by 30%;
- Increase overall class registration by 40%;
- Offer 30% more classes for youth and adults;
- Increase number of low-income scholarships awarded by 50%;
- Evolve the current course catalog into a communitywide Arts Directory – generate advertising revenue, improve access to arts organizations, and showcase the Lodi arts scene.

Janet Hamilton, Management Analyst II, suggested that Arts Coordinator Tea Silvestre expand outreach efforts to the local after school programs.

Mr. Crabtree reviewed existing programming of the Arts Commission, which included the Night Time Live Jazz Series, Art on the Square, Jewel of the Valley Poetry Series, summer concerts, theater and dance programs, and monthly art receptions. Mr. Crabtree reported that the first Jim Harvey Memorial Scholarship will be awarded in May.

Ms. Silvestre noted that minor changes have been made to the Master Art Plan, which will be brought back to Council for approval. She is attempting to recruit a public art intern.

In answer to Council Member Hansen, City Manager Flynn clarified that the 2% for public art does not take away from projects, nor does this percentage amount have to be spent on each project's public art component. The money is set aside in a separate public art fund, unless the Council chooses to reallocate it.

Mr. Crabtree reported that a new full time Education Assistant has been hired and recruitment is underway for an Arts Education intern. There have been 16 new classes and instructors added since September 2002.

2003-04 grant recommendations were reviewed as follows:

➤ Lodi Children's Chorus	\$2,475.
➤ Troupe Cabana	\$11,240.
➤ Sandhill Crane Festival Steering Committee	\$2,705
➤ Lodi Children's Summer Theatre	\$10,800.
➤ Lodi Unified School District	\$8,100.
➤ Judith Pittman Ballet Program	\$4,140.
➤ Lodi Community Art Center	\$576.
➤ Lodi Theatre for Youth	\$6,400.
➤ Lodi Community Band	\$3,789.
➤ California Poets in the Schools (or Soroptimist)	\$3,375.
➤ National League of American Pen Women	\$1,800.
➤ Lodi Veteran's Monument Foundation	\$6,396.
➤ Lodi Friends of the Stockton Symphony	\$4,066.
➤ Education through Music	\$3,312.
➤ Lodi Historical Society (Lodi Historian)	\$2,400.

Community Center Director Lange noted that follow up is done to ensure that grant recipients use funds to produce the project(s) outlined in their applications. Any variance between the amount the City contributes toward grants, and allocations to applicants, is returned to the Arts Commission.

Ms. Silvestre stated that according to a nationwide study, for every dollar invested in the arts, two dollars goes back into the community.

In reply to Council Member Land, Ms. Silvestre explained that the grant for the Veteran's Monument Foundation is for the purpose of creating a book derived from interviews of Lodi's veterans.

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In conclusion, Mr. Crabtree stated that the Arts Commission will be working toward more community involvement, improved media relationships, an increased number of volunteers, and greater agency participation. In the future, the Commission will be bringing forward a proposal for an official division of Arts and Culture, as well as an amendment to the Lodi Arts Commission charter of powers and duties. He introduced Arts Education Assistant Diane Amaral, Arts Coordinator Assistant Sarah Lapachet, and Lyn Gerard of the Lodi Arts Project Fund Board of Trustees.

Council Member Land thanked Sherri Smith for the dinner catered by Wine and Roses. He recommended that the word "moderate" be added to the income level designation of the "low income scholarships" program and suggested that the Commission work with local banks, as funding may be available through the Community Reinvestment Act.

C. COMMENTS BY THE PUBLIC ON NON-AGENDA ITEMS

None.

D. ADJOURNMENT

There being no further business to come before the City Council, the meeting was adjourned at 8:20 p.m.

ATTEST:

Susan J. Blackston
City Clerk